

Gada Rahmatulloh. 09.05.3.1.1.00051. Peran Public Relations Dalam mensosialisasikan Program Penanaman Mangrove PT. Pertamina (Persero) TBBM Camplong. Di bawah bimbingan Muhtar Wahyudi, S.Sos., MA and Dewi Quraisyin, S.Pd.I., M.Si

ABSTRAKSI

Skripsi ini membahas Peran Public Relations Dalam mensosialisasikan Program Penanaman Mangrove PT. Pertamina (Persero) TBBM Camplong. Untuk mencapai tujuan tersebut, PT. Pertamina (Persero) TBBM Camplong menggunakan *Public Relations* (PR) yang menjadi salah satu kunci keberhasilan pelaksanaan program penanaman mangrove. Tujuan dari penelitian ini adalah untuk mengidentifikasi Peran Public Relations dalam mensosialisasikan Program Penanaman Mangrove PT. Pertamina (Persero) TBBM Camplong.

Penelitian ini menggunakan pendekatan kualitatif untuk mendapatkan data-data berdasarkan dari hasil wawancara mendalam, observasi dan dokumentasi sehingga menghasilkan penggambaran yang mendalam mengenai Peran Public Relations Dalam mensosialisasikan Program Penanaman Mangrove PT. Pertamina (Persero) TBBM Camplong.

Hasil penelitian menunjukkan bahwa *public relations* PT. Pertamina (Persero) TBBM Camplong, menjalankan keempat kategori peran sesuai konsep Dozier & Broom, yakni sebagai penasehat ahli (*expert prescriber*), fasilitator komunikasi (*communications fasilitator*), fasilitator proses pemecahan masalah (*problem solving process fasilitator*), dan teknisi komunikasi (*communications technician*). Dan Faktor non teknis Peran Public Relations Dalam mensosialisasikan Program Penanaman Mangrove PT. Pertamina (Persero) TBBM Camplong yaitu, faktor alam dan dukungan warga.

Kata kunci :

Public Relations, Program Penanaman Mangrove, PT. Pertamina (Persero).

Gada Rahmatulloh. 09.05.3.1.1.00051. The role of public relations in disseminating planting program PT. Pertamina (Persero) TBBM Camplong. Under guidance of Muhtar Wahyudi, S.Sos., MA and Dewi Quraisyin, S.Pd.I., M.Si

ABSTRACT

This thesis discusses about the role of public relations in promoting mangrove planting program of PT. Pertamina (Persero) TBBM Camplong. To achieve these objectives, PT. Pertamina (Persero) TBBM Camplong uses public relations which one of key to get success in the realization of planting mangrove program. The Purpose of this research is to identify the role of public relations in promoting mangrove planting program of PT. Pertamina (Persero) TBBM Camplong

This research used a qualitative approach to get data based on the results of in-depth interviews, observation, and documentation. So that it result delineation deeply about the role of public relations in promoting mangrove planting program PT. Pertamina (Persero) TBBM Camplong.

The result of this research showed that the public relations PT. Pertamina (Persero) TBBM Camplong company, perform four role categories appropriate with the concept Dozier & Broom, such as an expert prescriber, communications facilitator, problem solving process facilitator, and communications technician. And intechnic factor of the role of public relations in promoting mangrove planting program of PT. Pertamina (Persero) TBBM Camplong such as nature factor and citizen support.

Keywords:

Public Relations, Program Mangrove, PT. Pertamina (Persero).